

EXHIBIT D
PURPOSE AND CHARACTER STATEMENTS
FRAMEWORK FOR PLANNING - PART I OF THE LAND USE ELEMENT
COMMERCIAL RETAIL LAND USE CATEGORY

Purpose and Character Statements

The purpose and character statements for the Commercial Retail land use category are:

Purpose

Central Business District (CBD) areas:

- a. Provide centralized locations for stores, offices, service establishments and amusements, offering a wide range of commodities and services scaled to meet neighborhood and community general shopping needs.
- b. Provide areas for a concentration of business and public facilities to encourage pedestrian circulation for public convenience and for mutual benefit.
- c. To allow for limited multi-family residential uses only as secondary to commercial uses.
- d. To allow community scale shopping centers if designed for street pedestrian shopping; regional shopping centers should be located within incorporated cities.

Visitor-Serving Commercial areas:

- e. To provide limited areas for highway traveler services and uses associated with tourists and vacationers within urban areas on collectors or arterials or in rural areas where other commercial areas are distant.
- f. To allow for commercial and compatible accessory uses related to resort or recreational activities.

Neighborhood Commercial areas:

- g. To provide convenient locations for retail commercial and service establishments to meet daily shopping needs of residential areas.

Character

CBD areas:

- a. Areas for retail businesses and services that supply a full range of occasional and daily community commercial needs, located within an urban service line.
- b. Uses that are economically and physically compatible, mutually supportive in function and location.
- c. Areas of intense retail commercial use in centralized locations serving as "drawing cards" for local and regional trade to minimize travel requirements for comparison shopping.
- d. An identified Central Business District (CBD) that can support improvement districts, parking districts and other improvements to prevent "leakage" to other commercial centers outside the region they intend to serve.
- e. Areas where residential uses are limited to second floor or "rear-half of building" locations, to reserve ground floor frontages for business use.

Visitor-Serving Commercial Areas:

- f. Areas that serve transient and tourist needs incidental to traveling rather than local or regional residential demands, located within urban or village areas or at remote locations

distant from urban or village areas where highway services already exist or would be accommodating of traveler safety in new locations.

- g. Areas where the following use groups from Article 2 of the Land Use Ordinance are eligible:

Libraries and museums
Bed and breakfast facilities
Collection stations
Hotels
Eating and drinking places
Motels
Food and beverage sales
Personal services
Service stations
Recreational vehicle parks
Financial services
Pipelines and power transmission
Public safety facilities
Transit stations and terminals, and
Accessory storage
Truck stops

- h. Areas that are easily accessible and apparent from regional transportation routes.
i. Areas in communities that are close to cultural, recreational and entertainment destinations or where needed to provide travel and tourism services.
j. Areas that concentrate tourist accommodations and services and preclude functionally unrelated multi-family and retail commercial uses, discouraging dispersion of motels and other highway commercial uses in other commercial or residential areas.

Neighborhood Commercial areas:

- k. Limited areas where small-scale neighborhood commercial and service uses can be allowed to enable each community to attain self-sufficiency in regard to day-to-day shopping needs without disrupting the residential character of the area.
l. Locations between residential areas and downtown areas along collector or arterial streets which serve to reduce the number of shopping trips for daily needs and to encourage walking or bicycling.
m. Sites between two and five acres in size, related to the population within a one-half to one mile radius market area.
n. Areas with individual uses of generally less than 8,000 square feet of floor area to support small-scale business, with site and building design to blend with surrounding residential character.

The following use groups from Article 2 of the Land Use Ordinance are eligible to be allowed in neighborhood commercial areas, with a maximum of 8,000 square feet for any use unless otherwise noted:

Nursery specialties
Membership organization facilities
Collection stations
Small scale manufacturing
Building materials and hardware
Eating and drinking facilities (maximum 80 seats)
Food and beverage retail sales
General merchandise stores (2,000 square feet each, up to maximum of 25% of total floor area on a site)
Outdoor retail sales
Service stations
Financial services

Offices (2,000 square feet each, up to a maximum of 25% of floor area on a site)
Offices, temporary
Personal services
Public safety facilities
Repair services, consumer
Accessory storage
Temporary construction yards
Pipelines and power transmission
Transit stations and terminals
Vehicle storage